

Industry Briefing for CFP SG Games

5 June 2024



IMDA recognizes the power of games as a medium to showcase Singapore's diverse culture, rich narratives & heritage.

As such, we are offering support for the development of game prototypes that tell our SG stories to diverse audiences – locally and internationally

Game Proposal Guidelines

1. At least one of the following themes must be integrated in the game proposal:
 - Promote and deepen the Singapore identity
 - Promote positive social values associated to Singapore and Singaporeans
 - Celebrate Singapore's culture and heritage and/or promote cross-cultural awareness
2. Be economically viable and have potential to generate profit
3. Be fun and appealing to local and global audiences.



Eligibility Criteria

- Applicant must be a Singapore-registered business entity (“Singapore Applicant Company”)
- Applicant must have adopted the Tripartite Standard for the Procurement of Services from Media Freelancers.
- Projects cannot be receiving other funding from any government agencies for the same project components.

Submission Details

- 1) Latest ACRA business profile dated not more than 6 months from the date of application submission
- 2) Proof of incorporation in Singapore
- 3) Company profile, project team (assigned to the development of the Games prototype if proposal is selected and supported), and track record in game development
- 4) Project proposal, in PDF format, should include:
 - a. Project title and executive summary
 - b. Game concept and how the game intends to incorporate the themes listed earlier in slide 3, while being profitable and appealing to a global audience.
 - c. A gameplay example. Sample artwork is recommended
 - d. Game features: to describe the main features of the proposed game
 - e. Target audience, markets and expected market size
 - f. Genre: There is no limitation on genre.
 - g. Partners and/or collaborators (if any)
 - h. Link to the first player prototype for the concept, if available
 - i. Production budget for development of prototype.

Funding and Support

- S\$50,000 to develop a prototype over four-months (vertical slice with at least 10-minute gameplay), to be showcased at a physical event.
 - This is a one-time disbursement, upon completion of prototype and showcase at an event.
- Regular feedback from a curated panel of local and global publishers, ensuring the vertical slice is of a competitive quality.



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Global Expansion Lead
Xbox



Kris Antoni
CEO
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Brian Kwek
Director
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Matthew Quek
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The Iterative Collective

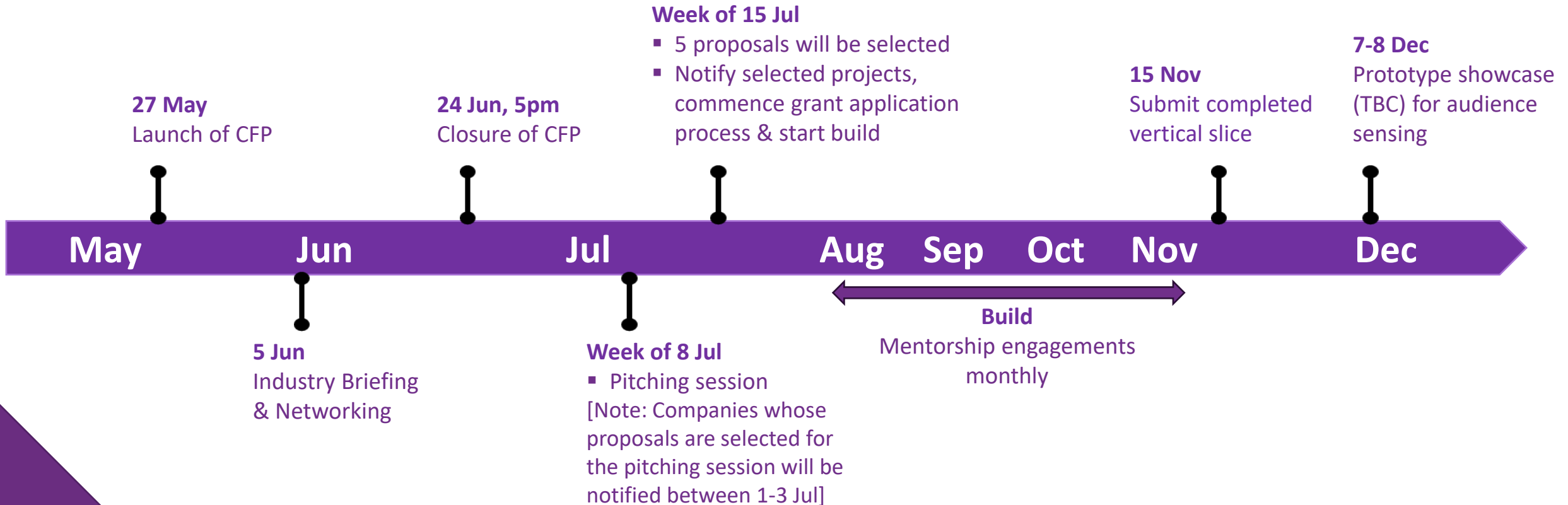


Jason Ying
Senior Biz & Strat Manager
Kepler Interactive

Collaboration Opportunities

- Concepts can be brand-new or built upon an existing game IP.
- We also welcome applications that involve the collaboration with Singapore-based content IP owners, such as extending an existing IP with a new game.
- Commercial arrangements will be independently negotiated by the involved parties.

Timelines



Evaluation Criteria – The top 5 proposals with the highest scores will be selected.

S/N	Criteria
1	The game must have a distinct Singaporean identity or narrative.
2	Relevance and Storytelling a) Game has a compelling and immersive storyline that effectively and skillfully incorporates local elements and cultural references. b) Game resonates with the target audiences with clear Singapore themes and takeaways.
3	Player Engagement and Market Potential a) Game is engaging and introduces innovative gameplay mechanics or unique features. b) Game appeals to both local and global audiences, and has potential for commercial success in local and global markets.
4	Company Credentials a) Singapore-registered entity. b) The company has a portfolio and a track record in developing games.

Q&A



We look forward to
your submissions by
Monday, 24 June 2024!

Thank you!